

New Products 2010

Enjoy Pure Nature

Longstrip parquet with natural oil finish

Rosenheim – Despite the growing share of plank 1-strip sales, longstrip still accounts for 63% of sales in the engineered parquet segment according to a study of the German floor covering market conducted by ACNielsen. Following the successful launch of HARO Plank 1-Strip naturaLin plus[®] and HARO 2-Ply Strips naturaLin[®], Hamberger has now added the new HARO Parquet 4000 Longstrip naturaLin plus[®] to its 2010 portfolio. The German parquet specialist is thus one of the first parquet manufacturers to offer ready-to-use longstrip parquet that is pre-oiled at the factory with a breathable natural oil finish.

The special naturaLin[®] finish was developed by Hamberger to create an authentic surface texture enabling end users to enjoy the pure nature of real wood. The parquet floor is treated with a high-quality natural oil that is given time to dry slowly in air. This way it is thoroughly absorbed into the wood pores. The oil is applied twice and left to dry for about 24 hours after each coat. The outcome is a surface that can be used immediately after installation, has a warm and pleasant feel and a very natural look. In addition, it is easy to maintain by giving it a damp wipe with naturaLin[®] Soap. The HARO Parquet 4000 Longstrip naturaLin plus[®] series comes with the new Top Connect[®] system for quick and simple installation and features eight different models in the most popular wood species, including beech, oak and walnut. ■

HARO stands for 60 years of experience in the parquet business. This expertise is reflected in more than 200 parquet products featuring over 20 wood species, eleven grades, eight designs, and an extensive range of

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colours from light to dark. With Permadur, bioTec oil/wax and naturaLin natural oil, Hamberger offers a choice of different surface finishes to accommodate different tastes and requirements and to provide lasting protection for the floor. All Hamberger parquet floors are quality made in Germany and come with up to 30 years warranty.

With the floor covering brand name "HARO", Hamberger Flooring GmbH & Co. KG in Stephanskirchen near Rosenheim has grown to become the German market leader for parquet and can now look back on almost 60 years of experience in producing parquet. In addition to its Flooring division which offers parquet, cork, linoleum, laminate and Celenio floors, the Hamberger group of companies also incorporates the Sports Flooring, Sanitary, Hardwood, Retail, and Farming and Forestry divisions. Hamberger was certified according to DIN EN ISO 9001 as early as 1995, followed in 1998 by the certification of its environmental management system according to DIN EN ISO 14001. Hamberger has been PEFC certified since 2004. The PEFC seal provides proof that the raw materials from which Hamberger products are manufactured are sourced from certified, sustainably managed forests. Founded in 1866, the company is today managed by Peter Hamberger and Dr. Peter M. Hamberger, in the fourth and fifth generations. With around 1,650 employees, the group of companies achieves an annual turnover of approx. 270 million euros. Around 40% of the company's products are exported. Goods are exported to more than 90 countries around the world. Further details are available at www.haro.com.

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